
Communications in the ATB

Sandra Hershey, ATB-3

Presentation to the Regional Design Team

April 17, 2001



Agenda

- Introduction
 - ATB Chief of Staff
 - Communications
- Video presentation
- Scenario
- Overview
- Web demonstration



Communications

- Develop communications strategies/materials
- Coordinate with Public Affairs
- Internal communications
 - Web
 - Publications
- Public relations
 - Strategies
 - Execution
- Major event planning



Inside FAA/ATB

- Brief Regional Management Teams
- Coordinate with FAA Public Affairs
- Coordinate with FAA Government and Industry Affairs
- Internal communications
 - Quarterly ATB journal
 - Web page
 - Telcons
 - Brown bags/listening sessions
- Event planning



Outside FAA/ATB

- External audiences (trade press, Congress, alphabet groups, industry)
 - We use the information you send us, combine it with information from other field sources and HQ, and form a coherent message
 - We need “all the pieces” from you--good news and not-so-good news
 - A preemptive strike is more effective than damage control



Today's Environment

- The video presentation you are about to see underscores several important points:
 - The FAA and ATB are under intense scrutiny
 - Congress, media, union
 - It is vital to keep ATB-1 informed
 - ATB-1 is accountable for terminal capabilities
 - We need to send the *right* information to the *right* people, in a timely manner



Video (15 minutes)

Jane Garvey
House Appropriations Committee
Transportation Subcommittee
March 28, 2001



How We Work

- Single message based on common priorities and integrated plan
- Single point of contact:
 - One place to go for status of terminal capabilities and plans
 - Integrated set of web-based tools to support configuration management and scheduling across all levels of the terminal business service
- Give us a heads-up
 - Helps ATB-1 gain a perspective on a potential problem
 - Email to Sandy Hershey and Andrea Haines
 - Please contact us *first*
 - We will coordinate with FAA Public Affairs
- It goes both ways
 - Call us with questions or information requests



Web Demonstration

<http://www.faa.gov/ats/atb>

Suggestions, comments to:

Andrea Haines 202-314-1185



Discussion

- *What if:* There's a problem in St. Louis. The ARTS equipment is failing and NATCA wants STARS moved up. The union is threatening to call a press conference.
- What would you do? Who would you call?
- Role of RATB?

